

Prof Lee Kwan Min

*Inaugural Korea Foundation Professor, Contemporary Korean Society and New Media
Director of UX (User Experience) Lab at Nanyang Technological University*

Kwan Min LEE (Ph.D., Stanford) is the inaugural Korea Foundation Professor in Contemporary Korean Society and New Media, and the Director of UX (User Experience) Lab at the Wee Kim Wee School of Communication and Information at Nanyang Technological University (NTU).

Previously, Lee was the founding director of Interaction Science Research Center and the founding WCU (World Class University) Professor of the Department of Interaction Science at Sungkyunkwan University (SKKU), S. Korea. Lee also directed Samsung Electronics' User Experience (UX) Group and the Creative Lab (C-Lab) as one of the youngest vice presidents in the Samsung corporate history. At Samsung, Lee led developments of new products and services for its visual display (VD) division through: user experience (UX) planning and strategy, open innovations and outside partnerships, and internal incubations of creative projects at C-Lab. Prior to SKKU and Samsung, Lee had taught at the Annenberg School for Communication and Journalism at the University of Southern California (USC) for 12 years. At USC, Lee was one of the youngest tenured professors.

Lee specializes in UX (User Experience) research and design, social and psychological effects of ICT (Information and Communication Technologies), and human machine interaction including human computer interaction (HCI), human robot interaction (HRI), and human automobile interaction (HAI).

Areas of expertise:

User Experience (UX) Consulting